

LISTING OF THE CLAIMS:

1 1. (Currently Amended) A virtual Point-of-Sale (POS) system for a retail store
2 comprising:

3 a remote activator device carried by a sales associate and connected by a computer
4 network installed in the retail store to a computer with installed back office application
5 software for at least one of accounting and inventory;

6 a positioning system which recognizes a signal from the remote activator device
7 and determines where and how to find a blank surface ~~near the sales associate's actual~~
8 location, wherein the positioning system receives location information that the remote
9 activator device transmits to the positioning system for use in determining where and how
10 to find a blank surface; and wherein the positioning system uses a positioning algorithm
11 to determine where and how to find a blank surface;

12 an integrated projector and camera assembly responsive to the positioning system
13 and which rotates to a correct position and displays a POS application on the blank
14 surface ~~near the location of the sales associate~~, the camera assembly detecting entries in
15 the POS application by the sales associate as interactions with the displayed POS
16 application, the POS application including a virtual keyboard through which the sales
17 associate enters the sales associate's system ID and Password to ensure that system
18 security is maintained;

19 a scanner used by the sales associate for scanning merchandise codes to enter
20 purchases in the displayed POS application; and

21 a magnetic stripe reader for reading a credit or debit card to complete a transaction
22 in the displayed POS application; the magnetic stripe reader being disposed in the device.

1 2. (Original) The virtual Point-of-Sale (POS) system for a retail store recited in claim 1,
2 wherein said remote activator device, said scanner and said magnetic stripe reader are
3 each part of an integrated device carried by the sales associate.

1 3. (Original) The virtual Point-of-Sale (POS) system for a retail store recited in claim 2,
2 wherein in the integrated device further includes a printer for printing a sales receipt.

1 4. (Original) The virtual Point-of-Sale (POS) system for a retail store recited in claim 1,
2 wherein the signal from the remote activator is a wireless signal conforming to a
3 standardized protocol.

5-10. (Canceled)

1 11. (Previously Presented) The virtual Point-of-Sale (POS) system for a retail store
2 recited in claim 1, wherein said computer is a server.

1 12. (Previously Presented) The virtual Point-of-Sale (POS) system for a retail store
2 recited in claim 1, wherein said computer is connected to a credit card processor.

1 13. (Previously Presented) The virtual Point-of-Sale (POS) system for a retail store
2 recited in claim 11, wherein the computer connection to the credit card processor is made
3 using a dial-up network.

1 14. (Previously Presented) The virtual Point-of-Sale (POS) system for a retail store
2 recited in claim 11, wherein the computer connection to the credit card processor is made
3 using a VPN.

1 15. (Previously Presented) The virtual Point-of-Sale (POS) system for a retail store
2 recited in claim 11, wherein the credit card processor is connected to at least one of an
3 outside bank and an outside credit institution.

- 1 16. (Previously Presented) The virtual Point-of-Sale (POS) system for a retail store
2 recited in claim 2, wherein said integrated device further comprises a keypad.
- 1 17. (Previously Presented) The virtual Point-of-Sale (POS) system for a retail store
2 recited in claim 15, wherein said keypad may be used for entering a PIN number.